



CITY OF HAYWARD STAFF REPORT

AGENDA DATE 04/24/03

AGENDA ITEM 2

To: Planning Commission

From: Richard Patenaude, Principal Planner

Subject: **Modification of CUP 01-160-05: Request for Multi-Tenant Retail Pad Building – Donald Imwalle (Applicant) / Target Corporation (Owner)**

The Project Is Located at the Northeast Corner of Whipple Road and Industrial Parkway Southwest within the Target Project in an Industrial (I) District

RECOMMENDATION:

Staff recommends that the Planning Commission 1) find that there are no changes or circumstances caused by this project that affect the environment and that this project can rely on the previously certified environmental documents for the Target project, and 2) deny the request for a modification to the Conditional Use Permit subject to the attached findings.

DISCUSSION:

The Planning Commission approved a Conditional Use Permit on April 12, 2001, for a 126,000-square-foot Target store and a pad site for a single-tenant, 8,000-square-foot building at the northeasterly corner of Industrial Parkway SW and Whipple Road. The uses anticipated for the pad site included a restaurant or a regional/subregional-serving retail store. The City Council Commercial Center Improvement Committee (CCCCIC) reviewed an application by *Macaroni Grill* restaurant in January 2002, but the application was later withdrawn. The applicant now proposes to increase the size of the pad building to 16,151 square feet to accommodate multiple retail tenants. The CCCCIC reviewed the proposal in January 2003 and recommended that the Planning Commission take action on this matter. The members of the CCCCIC stated a preference for a single-tenant store over a new strip center.

The *Target* store recently opened at the easterly end of the property. The approved pad site is at the northwest corner of the site with its entrance facing the Industrial Parkway SW/Whipple Road intersection. The combined project, even with the increased building size, provides adequate parking based on City regulations. Access is provided to the pad site from Industrial Parkway SW, where a new box culvert crosses the Alameda County Flood Control channel. The main access to *Target* center is off Whipple Road. Truck access to the site is provided from a driveway on Wiegman Road at the northeast corner of the Target project.

Permitted Uses

The Conditional Use Permit was required for the Target project to allow retail sales with a regional or sub-regional marketing base within the Industrial District. The applicant proposes a linear building that could hold as many as eight shops, averaging approximately 2,000 square feet each. It would be difficult for the applicant to provide tenants in these spaces that could be considered regional or subregional in nature. Tenants would likely include take-out restaurants, small retailers, personal services (such as barber or beauty shops), administrative and professional offices/services (including banks and medical uses), and service commercial uses (such as copying and mailing facilities). The intent of the use permit for the Target project was to provide for a sit-down restaurant or larger retailers such as Office Depot, Michael's or Borders. Should this project be approved, staff recommends that a list of approved uses be developed to retain as much consistency as possible with the intent of the original use permit.

Architecture

The proposed retail building is designed to incorporate the architectural theme of the Target building. Matching materials and colors within the same family as the Target building would be used. The front façade would mimic the architectural elements of Target, incorporating the arched element at the Target entry. The central "entry" element would be raised to a higher level to provide a "landmark" element to the building. The end storefronts wrap around the corners of the building to provide a visual connection with Industrial Parkway SW and the Target store. The front of the building includes a base of brick or other similar material and embedded tiles accent the columns. The heavy trellises would be replicated on the ends of the building. The rear façade, which backs up to an industrial building to the northeast, would be adorned with the continuation of the cornice cap and the movement of wall sections at the raised areas, replicating the north wall of Target, and providing interest should new development occur to the north. The rear of the building provides only service access.

While the architecture of the proposed building is consistent with that of the Target store, its long and narrow "footprint" is not suitable for a single occupancy and would preclude occupancy by the types of uses envisioned under the use permit, including a restaurant such as Macaroni Grill. A stand-alone business would likely desire a more compact shape as originally envisioned by the Target project plan. The occupant also could put its own "stamp" on the building by incorporating detailing peculiar to the business rather than move into a pre-existing shell. Members of the CCCCIC commented that the design for a larger user should be compatible with but not necessarily look identical to the Target store.

Should this project be approved, there are further opportunities to include design features more in scale with pedestrian activity to add interest and greater a sense of richness. Colorful metal grid accents could be incorporated into the arches, and the accent color of the grid could be incorporated within other decorative accents, such as light fixtures, patio furniture, and litter cans. Interest could also be added to the broad facade above the windows by incorporating recessed or raised areas for signs or other decorative trim that would break up the broad expanse.

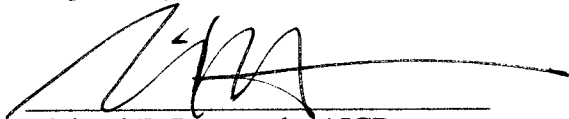
ENVIRONMENTAL REVIEW:

A Mitigated Negative Declaration was previously prepared for the "Target" project. This project does not create any additional environmental impacts not anticipated by the Mitigated Negative Declaration. Therefore, no further environmental review is required.

CONCLUSION:

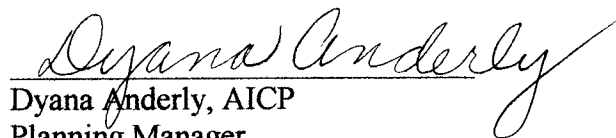
The proposal for a retail building is not consistent with the City's earlier approval for development on this site and would not allow for a well-known accessory anchor user at Hayward's southern gateway. Should the Planning Commission wish to approve the project, staff recommends that the project be returned for review of additional design details, as discussed above, a list of approved uses, and conditions of approval.

Prepared by:



Richard E. Patenaude, AICP
Principal Planner

Recommended by:



Dyana Anderly, AICP
Planning Manager

Attachments:

- A. Approved Site Plan
- B. Findings for Denial
Plans and Elevations

REVISIONS

3-1-2003

DATE

03-10-2002

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2002-505

DATE

03-10-2002

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ARCHITECT

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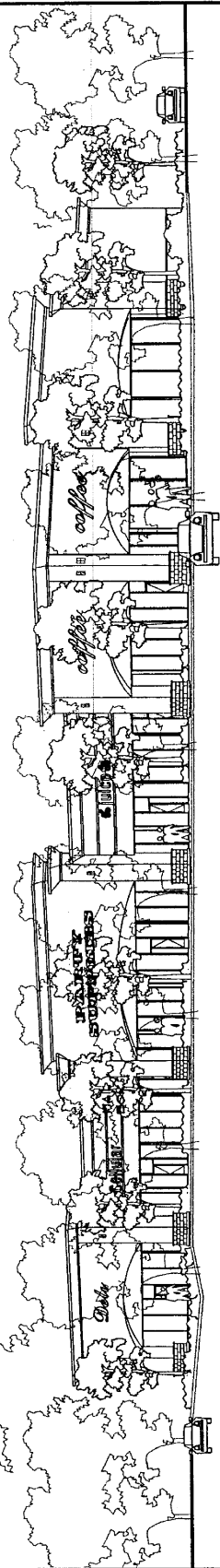
WHIPPLE RETAIL
WHIPPLE ROAD AND INDUSTRIAL PARKWAY
HAYWARD CALIFORNIA

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PLANNING DIVISION

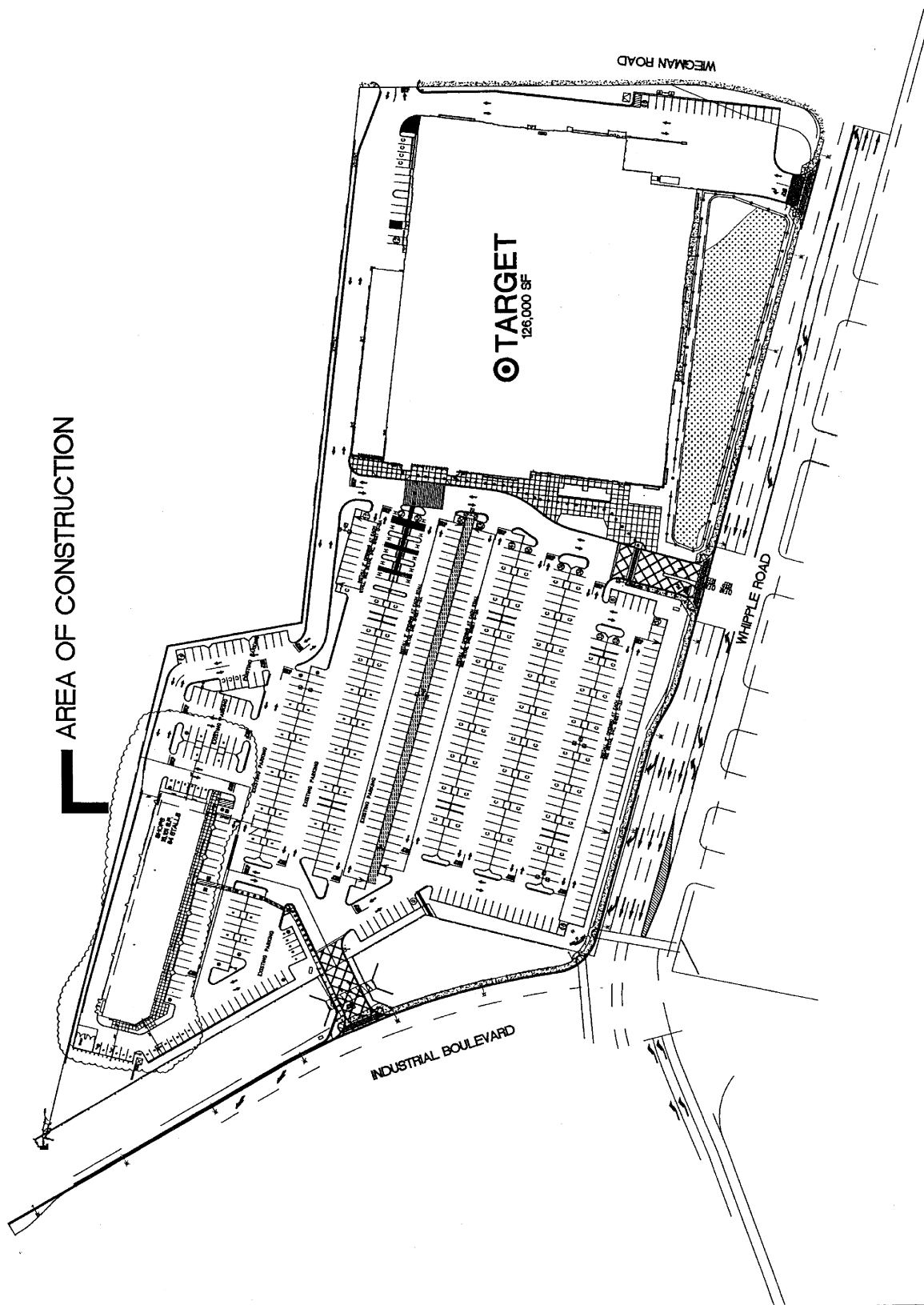
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LOCATION MAP	SITE TABULATION	INDEX
	<p>SITE AREA 72,000 SF (EST)</p> <p>BUILDING AREA 16,191 SF</p> <p>COVERED 22 AC</p> <p>PARKING 84 STALLS</p> <p>RATIO 1/82 SF</p>	<p>TITLE SHEET</p> <p>OVERALL SITE PLAN</p> <p>SHOP'S SITE PLAN</p> <p>COLOR PERSPECTIVE</p> <p>COLOR SITE PLAN</p> <p>ELEVATIONS</p> <p>FLOOR PLAN</p> <p>T</p> <p>AS-1</p> <p>AS-2</p> <p>AS-3</p> <p>AS-4</p> <p>AS-5</p> <p>AS-6</p>

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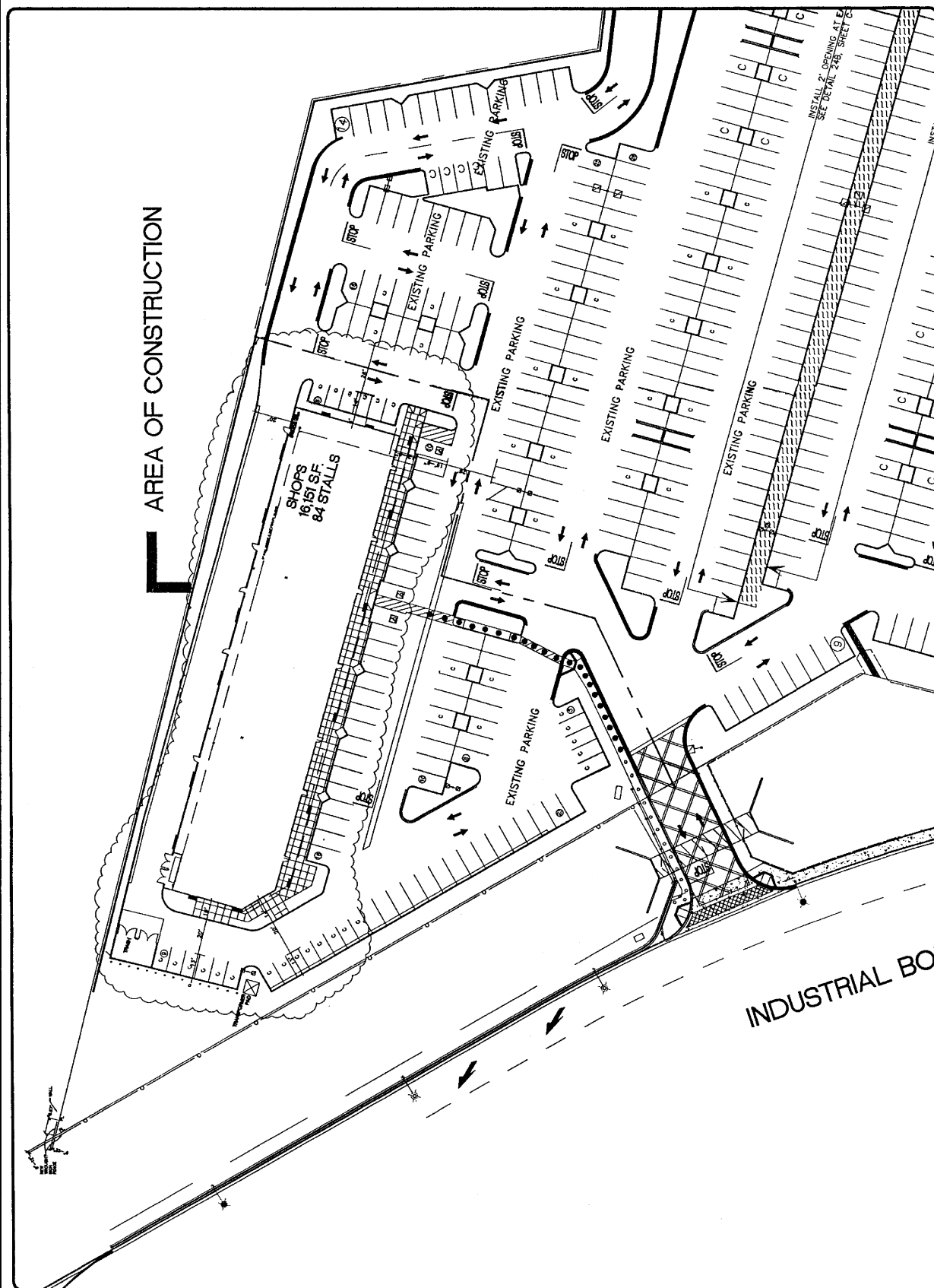
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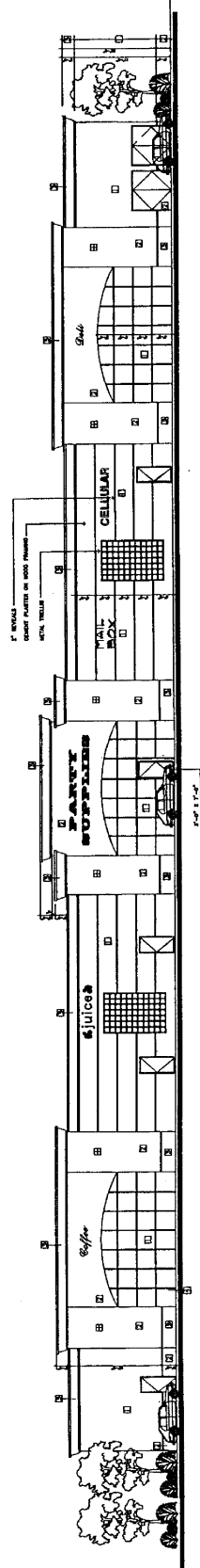


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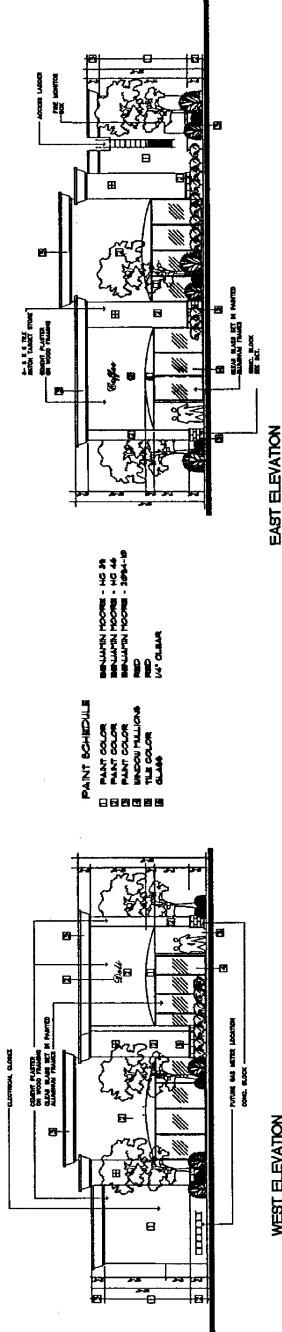
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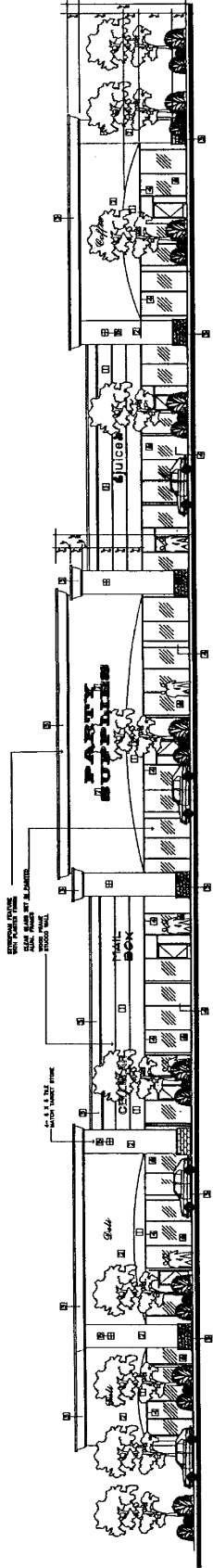




NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION

